

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
7500 Security Boulevard
Baltimore, Maryland 21244-1850



CENTER FOR BENEFICIARY CHOICES

MEMORANDUM

TO: Medicare Prescription Drug Plan Applicants, Medicare Advantage Organizations, 1876 Cost Plans, Applicants, and Public Entities

FROM: Bob Donnelly, Director, Medicare Drug Benefit Group /s /
Patricia Smith, Director, Medicare Advantage Group /s /

RE: Issuance of Marketing Guidelines for Medicare Advantage and Prescription Drug Plans

DATE: August 15, 2005

We are issuing the final marketing guidelines for Medicare Advantage and Prescription Drug Plans today at [<http://www.cms.hhs.gov/pdps/PrtDPlnMrktngGdlns.asp>]. In response to industry and public comments, CMS has combined the marketing guidance for Medicare Advantage and Prescription Drug Plans. The guidelines will allow organizations that offer both Medicare Advantage and Prescription Drug Plans the ability to reference one single-source document. The document includes the following information:

- Medicare Advantage marketing guidelines (Medicare Advantage Organizations and 1876 Cost Plans) that reflect changes based on public comment
- Phase One of the Part D marketing guidelines related to marketing material development (finalized on June 1)
- Phase Two of the Part D marketing guidelines related to other promotional activities (finalized based on public comments)

The goal of the marketing guidance is to make sure that materials sent to beneficiaries are clear and accurate, while at the same time making sure that Plans have a simple and timely process for getting marketing materials approved. The guidance outlines beneficiary protections and helps to underscore that CMS will be conducting strong oversight of marketing activities. In addition, areas such as provider activities, use of brokers and agents, and Value-Added Items and Services (VAIS) are included in the guidance.